

Downtown Clarkdale and SR 89A Commercial Corridor Character Design Guidelines



Presentation Agenda

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- Introduction
 - Satanay Isaac

2

- Downtown Clarkdale
 - Beth Freeland

3

- 89A Commercial Corridor
 - Nicholas Leftwich

4

- Conceptual Rendering & Next Steps
 - Guadalupe Ortiz Cortez

Project Overview

- **Project Objective:** Create **design guidelines** that promote Clarkdale's two main business districts (**Downtown and SR 89A**) as complementary destinations, emphasizing local economic development and supporting Clarkdale's **live-work-play identity**, while preserving its **small-town character**
- **Plan:** Design Guidelines for Clarkdale's Downtown District & 89A Commercial Corridor



Who is Clarkdale?



Who is Clarkdale?

- Estimated population 4,494 – 2019
- Verde Valley –North central Arizona
- 10.1 square miles
- Semi desert environment
- Mining Company town in 1912
- First master planned community in Arizona
- Halt in Mining production -1953



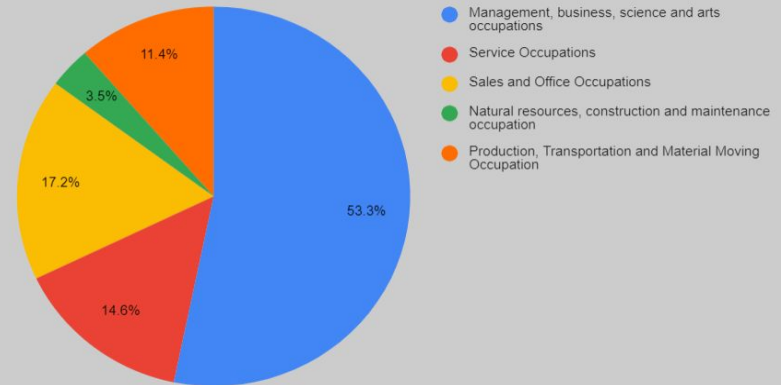
Demographics

- Median Age 59
- Employment Occupation – Management and business sector
- Poverty Status: 14%

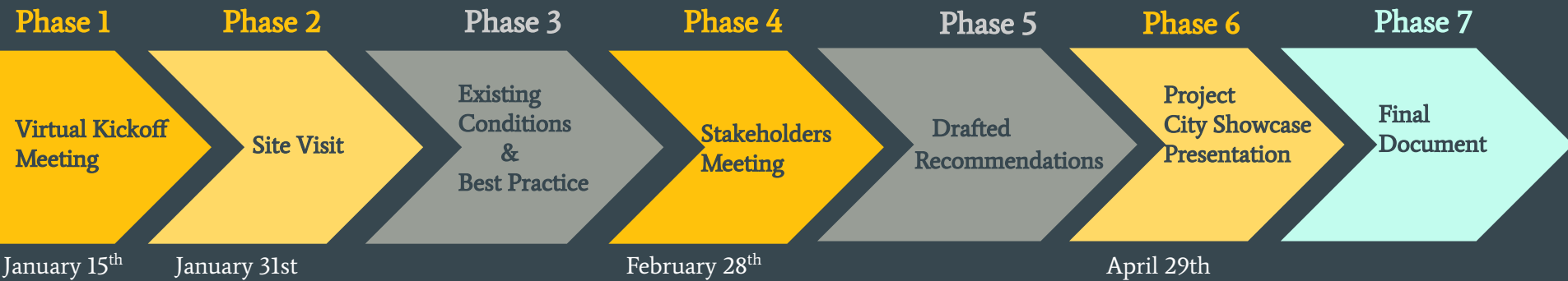
Population 25 Years and over (3,049)



Employment



Planning Process



Virtual Kickoff Meeting

- Met with Town staff
- Develop two sets of Design Guidelines for Focus Areas: Downtown Clarkdale and the 89A Commercial Corridor
- Historic Buildings
- Infill Properties
- Economic Development and Growth



Site Visit

- Tour of Town, Historic buildings, Local Businesses
- Goal: Establish mission, vision and goals
- Key Assets identified
- Existing Conditions Report created



Stakeholders' Meeting

- Clarkdale Memorial Clubhouse
- 28 invited stakeholders
- Introductory presentation
- Visual preference survey
- Small-group breakout discussions
- Post-meeting reflection surveys and comment cards



Visual Preferences Survey

- Visual Preference Survey (VPS)
- Example:

Which Streetscape best represents your vision for 89A?



Image A

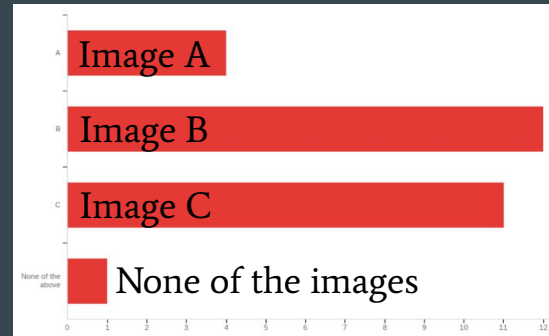


Image B



Image C

VPS Results



Small-Group Breakout Discussions

- Discussion topics
 - VPS
 - Downtown Clarkdale
 - SR 89A Commercial Corridor
- Questions
 - What do the Stakeholders want Downtown Clarkdale and 89A Commercial Corridor to look like in the future?
 - What type of businesses do the stakeholders think the residents and tourists would support?

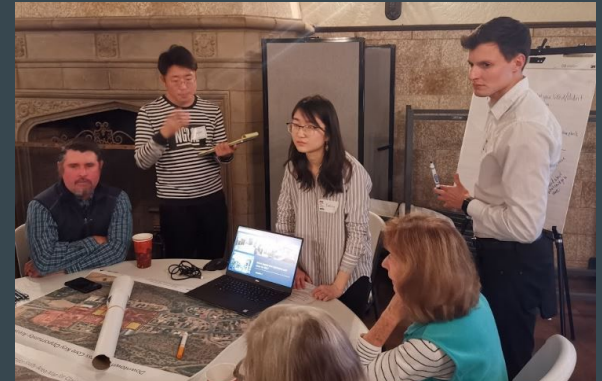
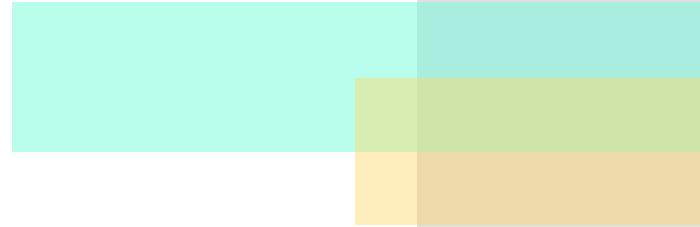


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- Chapter 3- Public Participation
- Chapter 4- Best Practices & Community Examples
- **Chapter 5- Downtown District Principles & Design Guidelines**
- **Chapter 6- 89A Commercial Corridor Principles & Design Guidelines**
- Chapter 7- Catalytic Concepts
- **Chapter 8- Conclusion & Next steps**

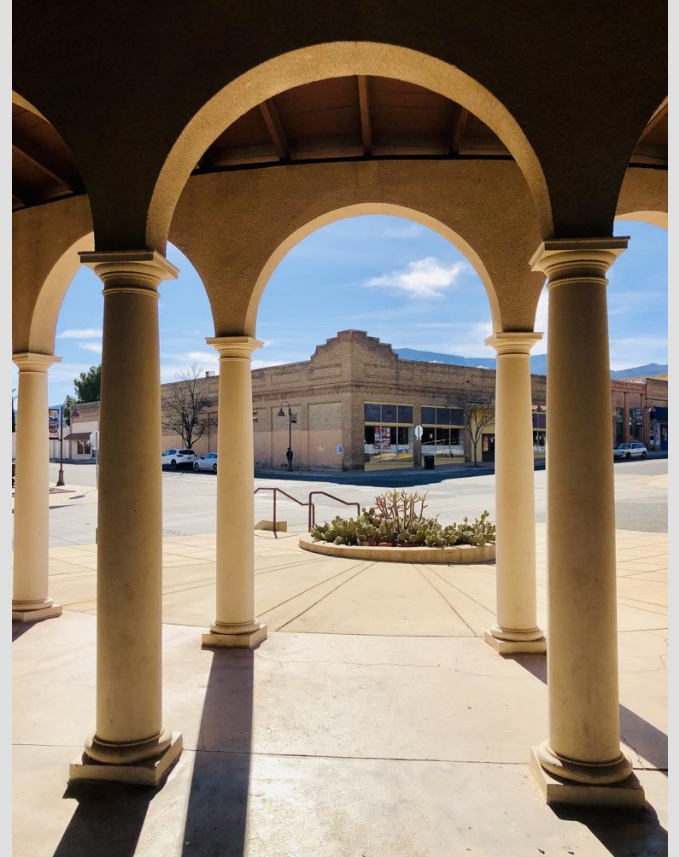
Downtown Clarkdale



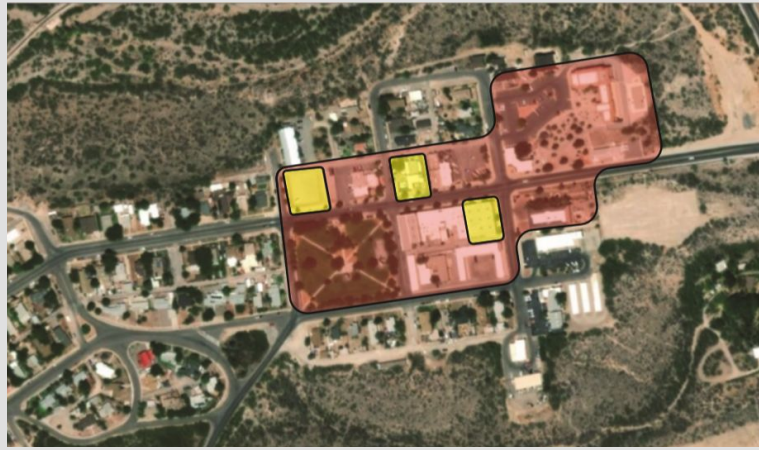
Downtown District



Downtown Clarkdale



Downtown Clarkdale



Existing Conditions, Public Engagement, Best Practice Research

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graph TD; A[Existing Conditions, Public Engagement, Best Practice Research] --> B[Design Principles]; A --> C[Design Guidelines]; B --> C; C --> D[A tool that can be used to assess the appropriateness of proposed projects in the Downtown District or 89A Commercial Corridor];
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Design Principles

- Overarching vision and priorities for the two Focus Areas
- The concepts we want the Focus Areas to embody
- The foundation for the Design Guidelines

Design Guidelines

- Speak to physical elements of the Focus Areas
- Specific, detailed recommendations
- Informed by the Design Principles

A tool that can be used to assess the appropriateness of proposed projects in the Downtown District or 89A Commercial Corridor

Downtown Principles

Historic Preservation

The historic features of downtown are an important asset and the preservation of these characteristics will remain a point of emphasis in Downtown Clarkdale's design.

Sustainability

The surrounding environment is an important asset to the Town of Clarkdale. Sustainable practices should be a main focus in the design of Downtown Clarkdale.

Live, Work, Play Community

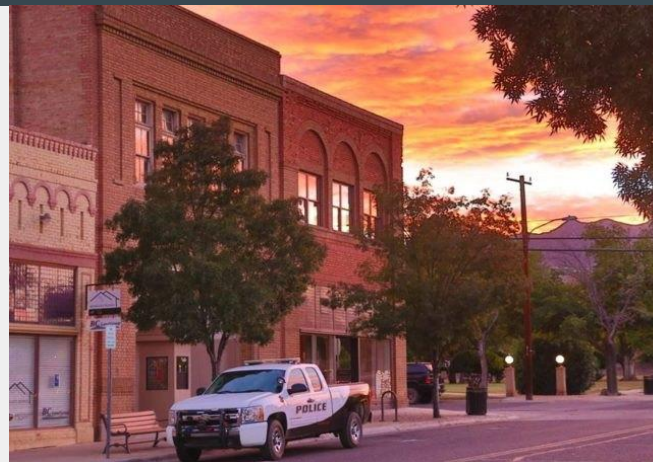
True to its founder's vision, Clarkdale should host opportunities for all residents to live, work, and play.

Economic Resilience

Economic resilience should be enhanced in the Downtown through encouraging redevelopment, maintaining valuable assets and infrastructure and avoiding an overreliance on one economic driver.

Historic Preservation

- Protect the Downtown's historic assets
- Maintain Clarkdale's uniqueness and charm
- Attract tourism
- Build on Clarkdale's strengths and history



Sustainability

- Preserve free flowing Verde River
- Respect desert climate
- Recognize and safeguard the environment's economic and social benefits for Clarkdale



Work

- Create a Downtown where local businesses can flourish
- Enhance job opportunities in the downtown
- Grow the tourism industry

Live

- Add new options for living downtown, especially attainable housing
- Provide the services, goods and amenities residents use on a regular basis

Live, Work, Play

- Allow a variety of uses and development types so people can live, work and play in Clarkdale's downtown.

Play

- Sustain existing opportunities for leisure and recreation that attract residents and visitors to Downtown
- Cultivate complementary entertainment options to bolster activity Downtown



Economic Resilience

- Downtown's economy should survive on residents' patronage, but thrive with tourism
- Foster a mutually supportive business atmosphere
- Maintain vital infrastructure as a long term investment

Design Guidelines

- Desired Uses
- Facade Materials and Ornamentation
- Facade Color Scheme
- Storefronts
- Streetscape
- Landscaping
- Sustainable Building Measures

- Parking
- Alleys
- Wayfinding Signage
- Landmark Signage
- Retail Signage
- Place-making: Artistic, Historic & Cultural Atmosphere

Design Guidelines: Desired Uses

Recommended

- Restoring historic uses, when appropriate
- Mixed, complementary uses
- A balance of businesses catering to residents and tourists

Not Recommended

- Single use zoning regulations
- Large scale “one stop” shops and chain or franchise business
- New single family housing

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Design Guidelines: Desired Uses

Recommended

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Design Guidelines: Alleys

Recommended

- Screen dumpsters to add visual appeal
- Use permeable surfaces and adequate draining that support walkability
- When possible, add alley entrances to businesses to encourage pedestrian activity
- Maintain functionality of alleys for business use
- Use lighting, paving, art and signage to make alleys more pedestrian friendly

Not Recommended

- Landscaping that hinders pedestrian visibility
- Ground surface that prevents use by cyclists, strollers, or wheelchairs
- Features that deter pedestrian use like unscreened dumpsters or poor lighting

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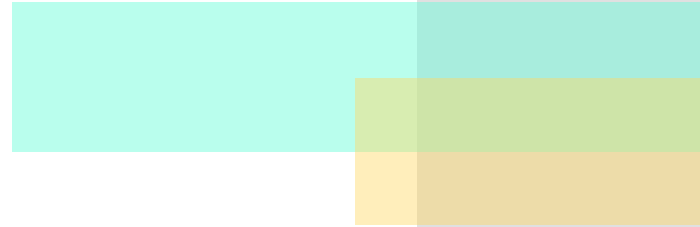
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89A Commercial Corridor



89A Commercial Corridor

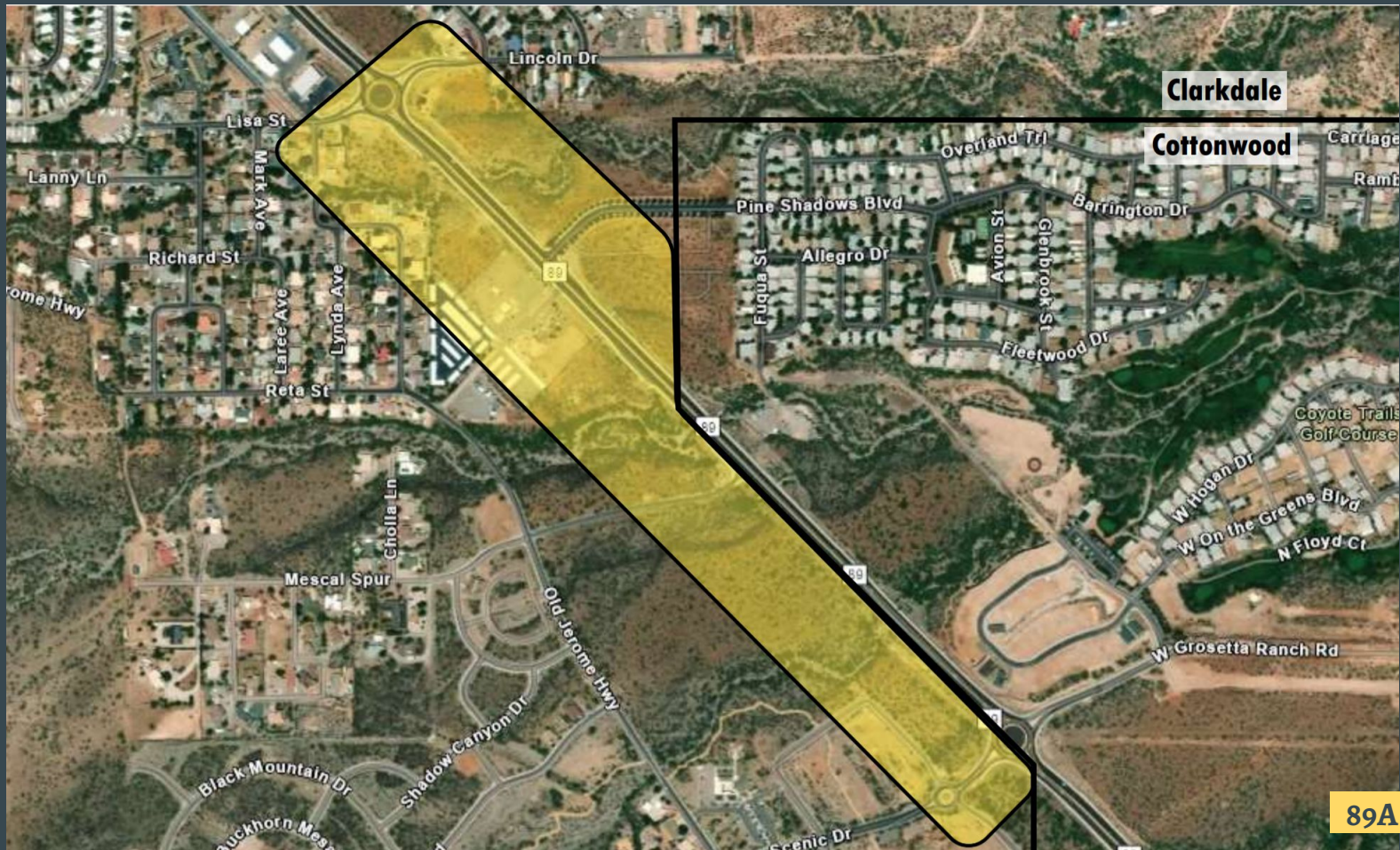


Clarkdale
Jerome

Clarkdale
Cottonwood

89A Corridor

89A Commercial Corridor Key Opportunity Area





89A Principles

Small Town Preservation

Preserve the town's identity and history in order to maintain its close-knit community while providing residents with needed resources.

Live, Work, Play Community

Make Clarkdale a livable place for all by providing residents with attainable housing, employment, and recreational opportunities.

Sustainability

To maintain a satisfactory level of environmental quality, sustainable practices that set standards for responsible growth should be prioritized.

Mixed Use Economic Development

Incorporate affordable housing options among the commercial developments in order to provide workforce housing that supports local businesses.

Slow Tourism

Develop the 89A Commercial Corridor as a quiet tourism corridor that connects variable areas with the unique history and distinct natural landscape in the Verde Valley.

Small Town Preservation

- Clarkdale takes pride in its welcoming, tight-knit community.
- The 89A corridor is susceptible to generic, commercial development that detracts from Clarkdale's small town feel.





Mixed Use Economic Development

- Mixed use developments that provide attainable housing options
- Workforce housing
- Generate economic growth



89A Corridor



Slow Tourism

- Balance small town preservation with economic growth
- Utilize natural resources as tourist opportunities
- Create a small tourism network within the Verde Valley community



Design Guidelines

- Desired Uses
- Facade Materials and Architecture
- Streetscape
- Landscaping
- Sustainable Building Measures

- Parking and Access
- Signage
- Place-making: Cultural Atmosphere
- Policy: Incentives and Regulations

Design Guidelines: Desired Uses

Recommended

- Mixed Use Buildings
- Attainable Housing
- Filling commercial service gaps, such as grocery stores, banks, or entertainment options

Not Recommended

- New single family housing
- Large scale chain businesses have the capacity to become too dominant and should be carefully evaluated
- Industrial development should be viewed with caution

Design Guidelines: Desired Uses

Recommended

- Mixed Use Buildings
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Design Guidelines: Desired Uses

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- Mixed Use Buildings
- Attainable Housing
- Filling commercial service gaps, such as grocery stores, banks, or entertainment options



Design Guidelines: Landscaping

Recommended

- Xeriscape landscaping, desert plants that require minimal maintenance
- Integration of natural environment with streetscape.
- Shade to promote walkability

Not Recommended

- Landscaping must not inhibit visibility or impact safety.
- Non-native plants and water intensive greenery should be avoided.

Design Guidelines: Landscaping

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- Xeriscape landscaping, desert plants that require minimal maintenance
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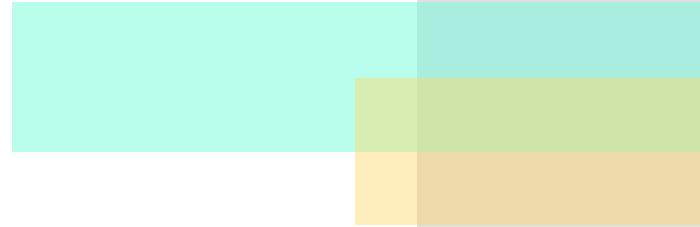
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Conceptual Rendering

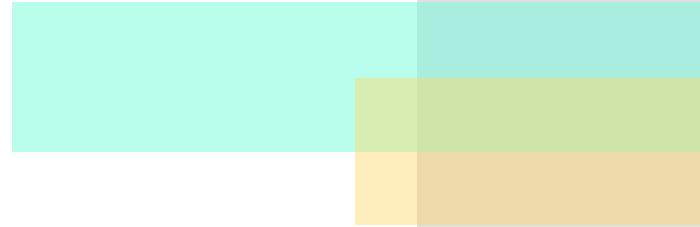


Downtown Rendering



Rendering

Next Steps



Next Steps

- The Character Design Guidelines promote:
 - Preservation of small-town character
 - Efficient and sustainable growth
 - Attainable housing options
 - A strong, diverse and local economy

Project Objective:

To create **design guidelines** that promote Clarkdale's two main business districts (**Downtown and SR 89A**) as complementary destinations, emphasizing local economic development and supporting Clarkdale's live-work-play identity, while preserving its small-town character.



Next Steps

- The Plan is a living document
- Guidelines are meant to be used by Clarkdale staff, Town Council, Planning Commission, developers, and the Design Review Board
 - Update plans, policies and regulations
 - Create and approve development plans



Implementation

- Policies
 - Fee reductions/ waivers
 - Accelerated application process
- Regulations
 - Mixed-Use Zoning
 - Planned Unit Developments
- Programs
 - Small business loans and grants
 - Small business incubator program
- Partnerships
 - Yavapai College
 - Local First Arizona
 - Arizona Dept. of Transportation



Next Steps and Implementation

- Character Design Guidelines supports
 - 2012 General Plan
 - Chapter 11: Community Design
 - Central Business District Focus Area Plan
 - Arts and Entertainment District
 - SR 89A Focus Area Plan
 - SR 89A Commercial Corridor Overlay District



Thank you!

